



# EEMAGNIFY

Vol.01/ Issue 11 / MAY'24 & JUNE'24

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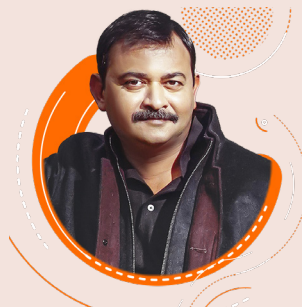


## May 2024:

- May 3<sup>rd</sup> to 5<sup>th</sup>: EEMA Steers the Way: Wed in India Expo 2024 Positions India as a Global Wedding Leader
- May 11<sup>th</sup>: EEMA West Future Ready Series Kicks Off with "Walk the Talk" Workshop!
- May 21<sup>st</sup> to 23<sup>rd</sup>: EEMA South Factor 2024: A Resounding Success!
- May 25<sup>th</sup>: Presentations that Captivated: Recap the EEMA West Future Ready Series
- May 30<sup>th</sup> to 31<sup>st</sup>: EEMA Paves the Way at International Wedding & Tourism Conclave

## June 2024:

- June 1<sup>st</sup> to 3<sup>rd</sup>: PALM Expo 2024
- June 7<sup>th</sup>: EEMA Future Ready Series - PitchCraft with Lavina Thakur
- June 8<sup>th</sup>: EEMA Future Ready Series - AI Hacks with Gaurav & Irshad
- June 10<sup>th</sup> - 11<sup>th</sup>: Unforgettable Experiences and Industry Connections at EEMA UP Meet Up in Varanasi
- June 10<sup>th</sup>: EEMA North Ignites Event Excellence with 'Future Ready Series' in Jaipur
- June 12<sup>th</sup>: EEMA Spotlight Awards South 2024
- June 17<sup>th</sup>: Unveiling Insights from EEMA Artist Committee's Wellness Webinar with Neha Ranglani
- June 22<sup>nd</sup>: EEMA Sets Sail for EEMAGINE 2024 with a Sparkling Soirée
- June 24<sup>th</sup>: Elevating Event Skills: Highlights from "Pitch Your Way to Success" by the EEMA Artist Committee
- June 26<sup>th</sup> to 27<sup>th</sup>: EEMA Champions J&K Tourism at Development Workshop
- June 28<sup>th</sup>: EEMA Ignites the #ETMICEWeddingTourism Summit: Industry Leaders Redefine Excellence



## FROM THE DESK OF THE PRESIDENT

**Samit Garg**

[president@eemaindia.com](mailto:president@eemaindia.com)

### Dear Friends,

This newsletter is buzzing with exciting news from our amazing chapters across India! We're constantly innovating ways to empower YOU, the heart and soul of our industry.

We're always connecting you with fellow pros at industry gatherings and expert-led webinars. Feeling the need to level up your skills? We've got a whole roster of workshops happening to keep you sharp. And let's not forget celebrating those epic wins! The EEMA Spotlight Awards are shining a spotlight on your incredible work.

We hosted a recent wellness webinar with an industry expert. Through ongoing webinars and workshops, we offer knowledge sharing on everything from sound and lighting to health and wellness, AI tools to branding, scripting, and presentation etiquette – all the way to inclusivity and industry best practices.

EEMA isn't just about events and awards, though. We're also your voice! We're constantly advocating for industry-friendly policies. This month, the Ministry of Tourism recognised our Wedding Tourism Policy Draft – a huge win for all of us! Together, we're building a thriving event ecosystem in India, and there's no stopping this momentum.



## EVENT info

# EEMA Steers the Way: Wed in India Expo 2024 Positions India as a Global Wedding Leader

3<sup>rd</sup> - 5<sup>th</sup> May 2024



The recent **Wed in India Expo (May 3-5, Rambagh Palace, Jaipur)** solidified India's position as a dream wedding destination. The Event & Entertainment Managers Association (EEMA) played a pivotal role, **fostering connections, promoting industry growth, and advocating for crucial policy changes.**

## EEMA Dream Team Elevating Weddings through Leadership and Collaboration

Industry veterans and EEMA members significantly contributed to the success of the event:

- **Samit Garg (Past President, EEMA), Brian Tellis, and Chetan Vohra (FICCI Wedding Tourism Taskforce)** offered valuable insights on crafting unforgettable weddings.
- **Sabbas Joseph (Past President, EEMA)** provided strategic guidance, advocated for industry-supporting policies, and facilitated connections between EEMA members, industry leaders, and government officials.

- **Prerana Agarwal Saxena (EEMA Wedding Council of India) and Chetan Vohra** successfully rallied participants and stakeholders from across the globe.
- **Prerana Agarwal Saxena, Anushree Agarwal, and Arpita Gandhi** moderated discussions on wedding success stories and sustainable practices.
- **Siddharth Chaturvedi (Founder & CEO, Weddings by Event Crafter)** led sessions on global trends in personalization and moderated a panel on global wedding tourism destinations.
- **Siddharth Ganeriwala (Founder & CEO, Wedding Wows Aura)** spearheaded discussions on transforming local destinations, with contributions from **Pritesh Mapsor (Offbeat Wedding Destinations), Martin Razzmatazz (Heritage Venue Revival), Aarti Mattoo (Luxury Accommodation Consultant), Serrao Francis (Sustainability Champion in Hospitality), and Nidhi Poddar (Logistics & Vendor Management for Destination Weddings).**



## EVENT info

**EEMA: A Hub of Knowledge and Innovation**

EEMA's commitment to excellence was evident through various initiatives:

- **Knowledge Partner:** Facilitated discussions and networking, covering topics like sustainable wedding planning and destination marketing strategies.
- **Policy & Innovation Champion:** Advocated for streamlined regulations and innovative practices, including faster visa processing and tax breaks for heritage venue restoration.

**A Hallmark of Success**

The expo's success resonated throughout the industry:

- **Policy Recognition:** The Ministry of Tourism recognized EEMA's Wedding Tourism Policy Draft.
- **Collaboration Benchmark:** FICCI's support integrated the event with the Great India Travel Bazaar (GITB), setting a new collaboration benchmark.

- **Potential Bookings:** Over 300 booths showcasing India's rich heritage attracted numerous international tour operators, generating substantial potential wedding bookings for Indian vendors.

**A Toast to Success! EEMA Caps Off a Thrilling #WedInIndiaExpo2024 with a Grand Closing Ceremony!**

The Wedding Dream Team says farewell! Witness the magic unfolds as Ms. Prerana Agarwal Saxena (Lead, EEMA Wedding Council of India and Co-Founder of Theme Weavers Designs) graces the ceremony along with other esteemed members.

**A Thriving Future for Indian Wedding Tourism**

The Wed in India Expo in Jaipur was a resounding success, showcasing the immense potential of wedding tourism in India. With EEMA's continued dedication and the collaborative spirit fostered at the event, India is well on its way to becoming a global leader in this vibrant sector. Looking ahead, EEMA remains committed to driving innovation, collaboration, and growth, ensuring that India's wedding industry continues to thrive.

Ideas collide,  
inspiration  
sparks.



## EVENT info

# EEMA West Future Ready Series Kicks Off with "Walk the Talk" Workshop!

11<sup>th</sup> May 2024

The EEMA West Future Ready Series premiered to a resounding success on May 11th at Recreate Spaces in Andheri (W), Mumbai. The event convened a powerhouse gathering of industry veterans, communication specialists, and collaboration experts, fostering an unforgettable learning experience.

## Sharpening the Saw for Event Success

Spearheaded by the dynamic duo of **Brian Tellis (Founder, Radioactive Ventures)** and **Kyla D'Souza (Director, The Indian School of Protocol)**,

Session 1: **Walk the Talk** offered a comprehensive **professional development** workshop. Participants gained practical strategies to cultivate stronger relationships, project confidence, and excel in any event environment.

This session transcended theory, equipping attendees with a practical toolkit for success. They honed the communication, collaboration, and etiquette skills crucial for thriving in today's dynamic event industry.

**Innovation drives,  
engagement thrives.**





## EVENT info

EEMA South Factor 2024: A Resounding Success! 21<sup>st</sup> - 23<sup>rd</sup> May 2024

A vibrant celebration of **South Indian culture** and a **springboard for innovation in event management**, **EEMA South Factor 2024** was a **resounding success!** Held from May 21<sup>st</sup> to 23<sup>rd</sup> at the stunning Ocean Spray Resorts, Puducherry, the event brought together industry leaders for three days of unforgettable experiences.

#### Setting the Stage and a Ceremony to Remember:

EEMA leaders **Samit Garg** (President EEMA), **Vinod Janardhan** (General Secretary), **Ankur Kalra** (Treasurer EEMA), **Sagar Pingali** (Executive Vice President EEMA) and **DV Vinod Gopal** (EEMA VP South) joined them, symbolizing industry collaboration.

**Leading the charge!** Our esteemed Convenor, **R Ramkumar**, addressed attendees at The South

**Factor 2024!** The warm welcome by **Sudhendhu Pandit** (President, Ocean Spray Resort) set the tone for the event. **DV Vinod Gopal** (EEMA South VP) delivered an inspiring address on the future of event management and empowering future leaders. The inauguration ceremony, a highlight, was graced by esteemed guests including the **Honorable Chief Minister of Puducherry, Thiru N. Rangaswamy**, and the **Minister of Tourism, Thiru K. Lakshmi Narayanan**. Showcasing EEMA's commitment to diversity and inclusion, **Sushma Gaikwad** (Chairperson - WeCare (EEMA)) and **Manika Garg** (WeCare Committee Member) addressed attendees, sharing insights on the WEcare Committee and its initiatives.

## EVENT info

**Insights from the Masters: Brian Tellis** (former EEMA President), a captivating keynote speaker, shared his expertise on leveraging talent and resources for exceptional events. Samit Garg (EEMA President) unveiled the evolving event industry landscape, sparking discussions on emerging trends and strategies.

**Beyond Networking:** The event wasn't just about strategic networking. Participants engaged in

discussions with industry experts, immersed themselves in the rich tapestry of South Indian culture and cuisine, and explored innovative event planning approaches. The sessions celebrated past achievements while paving the way for a more dynamic and cutting-edge future in event management. We extend our deepest gratitude to everyone who contributed.

## Presentations that Captivated: Recap the EEMA West Future Ready Series 25<sup>th</sup> May 2024



Website	Description	Project	Category	Used for	Presenter	Resources
50 Best Resources	Best free to use resources	Project 1	Project 1	Project 1	Project 1	Project 1
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**Imagine crafting presentations that leave audiences captivated and clients impressed.** That's exactly what attendees achieved at the EEMA West Future Ready Series on **May 25th!** Led by industry expert **Aayush Jain (INKPPT & INKLUSIVE)**, the session empowered participants to transform their presentations. Our tech partner was Dreamcast.

**Key takeaways? Storytelling mastery!** Attendees learned how to use clear, memorable, and impactful narratives (think stories, analogies, real-life examples) to truly connect with audiences. Plus, Ashish shared techniques for simplifying complex data and crafting clear, engaging presentations. Data storytelling techniques were

also on the agenda. But design matters too! The importance of clean design, interactive elements, case studies, testimonials, and clear objectives for winning presentations was emphasized.

**Bonus Resources:** All attendees received access to a treasure trove of free resources, including high-quality templates, icon libraries, and tutorials. The "Discover Template" initiative offered even more freebies like templates on trending topics, infographics, and animated icons.

**This session is EEMA's vision in action!** By equipping members with these skills, EEMA empowers them to **secure clients, deliver impactful messages, and ultimately excel in their careers.**



## EVENT info

# EEMA Paves the Way at International Wedding & Tourism Conclave

30<sup>th</sup> - 31st June 2024



Under the vibrant skies of **Mansarovar, Jaipur**, the **International Wedding & Tourism Conclave (IWTC)** by **FOREM** on **30<sup>th</sup> & 31<sup>st</sup> May** brought together industry leaders to shape the future of weddings and tourism. The event buzzed with energy, culminating in a thought-provoking keynote address by EEMA President, Samit Garg.

**Here are the key takeaways from the President's insightful speech:**

**Strength in Unity:** Collaboration is the cornerstone of future success. By working together and leveraging each other's expertise, the industry can drive innovation and secure long-term prosperity.

**Upskilling for the Win:** Skill development is paramount in this ever-evolving landscape. Equipping

professionals with the latest knowledge and techniques will ensure they stay ahead of the curve.

**The Power of "3AM Friends":** Beyond professional partnerships, Garg highlighted the importance of fostering supportive networks. These "3AM friends" – dependable individuals who lend a hand during tough times – are invaluable for mutual growth and industry resilience.

The President's insightful address resonated with the audience, setting the stage for **future collaborations and upskilling initiatives** within the wedding and tourism sector. His vision and leadership continue to inspire and drive progress within the industry.



## EVENT info

## EEMA Fosters Innovation at PALM Expo 2024

1st - 3rd June 2024



The recently concluded **PALM Expo 2024 (May 30th-June 1st)** witnessed **EEMA** playing a pivotal role as a **Partner Association**. Their influence extended far beyond the stage, with the EEMA booth transforming into a vibrant hub for both members and non-members alike. This hub fostered a space for industry exchange and collaboration, solidifying EEMA's role as a leader in the Indian entertainment landscape.

### Expert Insights for a Thriving Future

EEMA played a pivotal role at the recently concluded PALM Expo 2024 (May 30th-June 1st), shaping the conversation around the future of entertainment technology and career development in the event industry. Their insightful Knowledge Session, moderated by **Raghav Roy Kapur** ( Vice President, EEMA West), brought together industry leaders

from across India for a stimulating discussion.

**Harshal Kothari** (Joint Secretary, EEMA West), **Saurabh Khurana** (Laqshya Live Experiences), and **Himanshu Anand** (Brandwidth Events) shared their expertise on critical topics like talent dynamics, future-proofing careers, and integrating technology for immersive experiences. The session resonated with EEMA's commitment to fostering innovation and equipping professionals with the tools they need to thrive in the ever-evolving entertainment landscape.

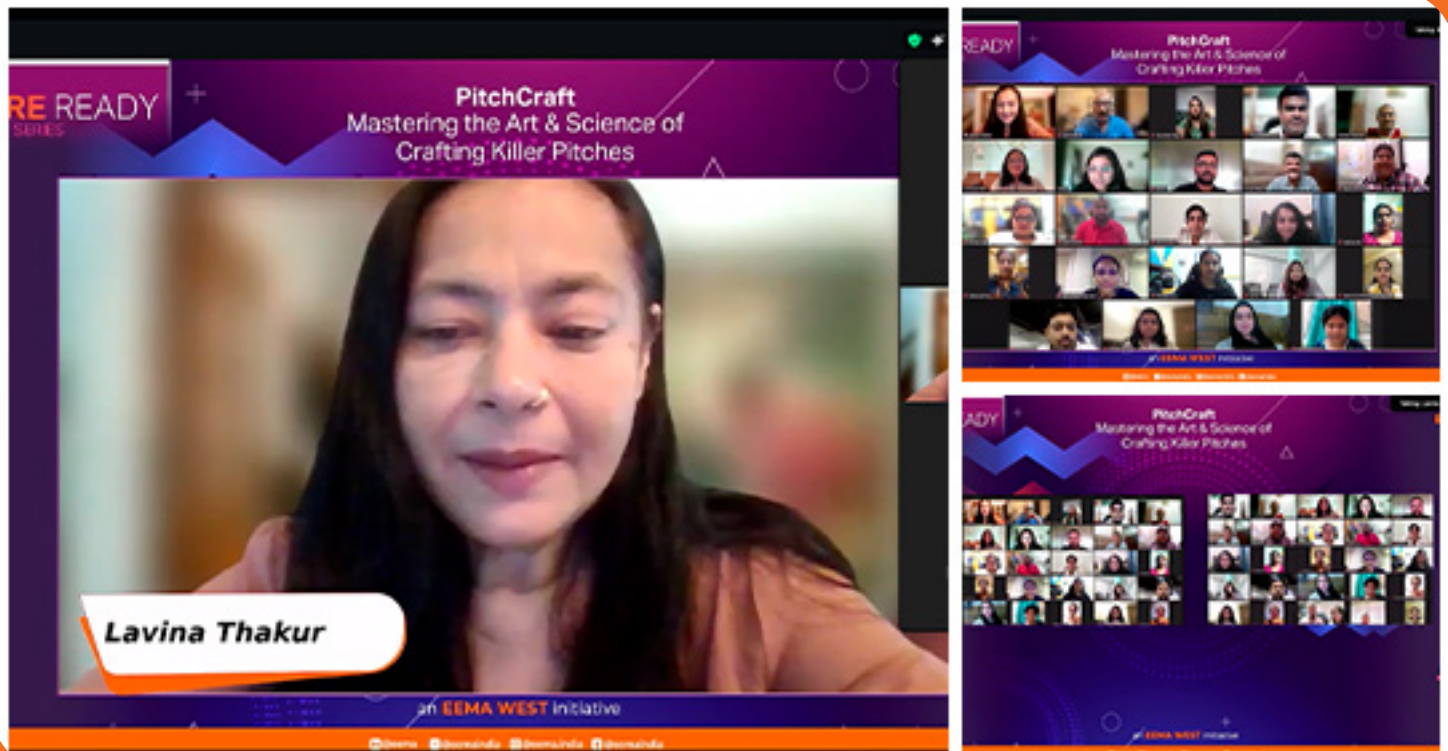
### A Look Back, A Step Forward

EEMA extends its gratitude to everyone who participated in this enriching event. These collaborative discussions solidify EEMA's role in shaping the future of Indian entertainment.



## EVENT info

# Attendees Mastered PitchCraft Skills at EEMA West's Future Ready Series Webinar

7<sup>th</sup> June 2024

At the **EEMA West Future Ready Series workshop** led by **Lavina Thakur**, Experience Design Specialist, participants gained invaluable insights into the art of crafting compelling pitches. Held on **7th June** at the EEMA Virtual Campus, Michael Menezes Auditorium, attendees honed their **skills in decoding Request for Proposals (RFPs)**, transforming these documents into strategic advantages for their businesses. Interactive brainstorming exercises ignited creativity, **fostering new ideas** and approaches essential for **impactful presentations**.

Our tech partner was Dreamcast.

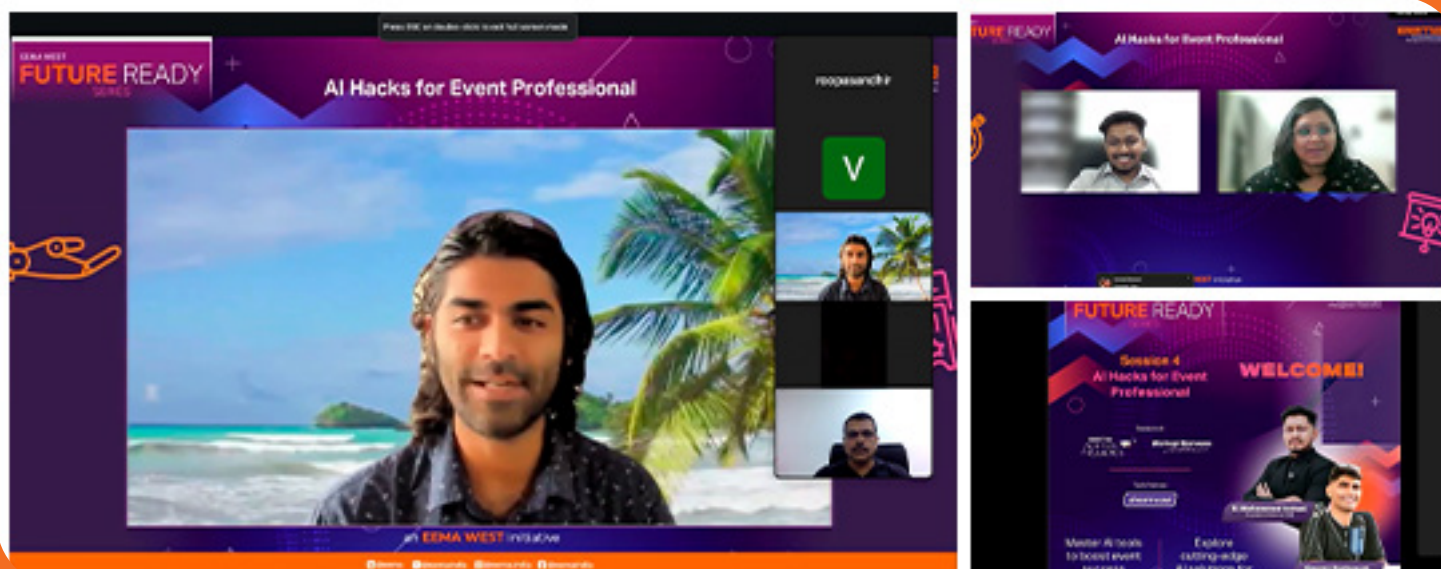
From concept development to the final pitch deck, participants learned a systematic approach to crafting winning presentations that captivate and persuade. The workshop emphasized the importance of staying **updated with emerging trends and concepts**, ensuring attendees remain at the forefront of innovation in their field. **Practical insights** were shared on how to effectively apply these strategies to achieve better outcomes and enhance event success.

## Challenges met, goals accomplished.

## EVENT info

# AI Revolutionizing Event Efficiency: Insights from EEMA West's Webinar Series

8th June 2024



EEMA West's recent webinar series, held on 8th June 2024 at the EEMA Virtual Campus (**Michael Menezes Auditorium**), explored how **Artificial Intelligence (AI)** is revolutionizing event efficiency, providing valuable insights for event professionals. Industry experts **Gaurav Gurbaxani** and **Z Mohammed Irshad** delved into a range of cutting-edge AI tools designed to streamline workflows and enhance event experiences. Our tech partner was Dreamcast.

## Optimizing Workflows for Maximum Impact

**Gaurav Gurbaxani's** session unpacked tools specifically designed to enhance workflow efficiency for event professionals. These **AI tools** included **Blaze AI** and **BNSN**, which empower attendees to automate tasks, improve communication, and manage attendee interactions more effectively. This directly aligns with EEMA West's commitment to supporting event professionals in optimizing their processes and maximizing their impact. Additionally, **Pop AI's** data-driven capabilities were highlighted, allowing organizers to translate event data into actionable

insights for informed decision-making and future event optimization.

## The Future of Event Design is AI-Powered

**Z Mohammed Irshad's** session focused on AI tools for personalized wedding design. **Vision AI** and **AI Mind Maps** were showcased for creating unique and client-specific wedding experiences, reflecting EEMA West's dedication to fostering innovation and catering to individual client needs. Irshad also highlighted the design capabilities of **Canva Pro AI** and the potential of **ChatGPT** for crafting personalized speeches or vows, adding an emotional touch to events.

## Empowering Professionals Through AI Integration

By integrating these AI tools into their workflows, event professionals gain the power to streamline planning processes, create unforgettable attendee experiences, and drive overall efficiency. This aligns perfectly with EEMA West's mission to empower event professionals and elevate the event industry as a whole.



## EVENT info

# Unforgettable Experiences and Industry Connections at EEMA UP Meet Up in Varanasi

10<sup>th</sup> - 11<sup>th</sup> June 2024

The inaugural EEMA UP Meet Up, held on **June 10th-11th, 2024**, at **DoubleTree by Hilton, Varanasi**, surpassed expectations as industry leaders converged to explore, connect, and elevate the event industry landscape in Uttar Pradesh. This milestone event showcased Varanasi's cultural richness and its potential as a premier destination for

weddings, MICE (Meetings, Incentives, Conferences, and Exhibitions), and more.

## Key Highlights:

**Cultural Immersion and Networking:** Attendees immersed themselves in Varanasi's vibrant culture while networking with titans of the event industry.



## EVENT info

**Educational Sessions:** Insights were shared by eminent speakers on various facets of event management:

■ **Sagar Pingali, EVP EEMA:**

Discussed the booming event industry in India and emphasized the power of collaboration for business growth.

■ **Vinod Janardhan, GS EEMA:**

Spoke on the strategic significance of Uttar Pradesh as an event destination and its potential for hosting large-scale events.

■ **Ankur Kalra, Treasurer EEMA:**

Provided updates on the EEMAX Awards and EEMAGINE 2024, highlighting opportunities for recognition within the industry.

■ **Raghav Roy Kapur, V.P. EEMA West:**

Explored emerging event technologies and their impact on event planning.

■ **Prerna Saxena, EEMA Wedding Council:**

Shared insights into current trends in wedding planning.

■ **Nehal Shah, EEMA North Committee Member:**

Moderated discussions on sustainable event practices.

■ **Sudharshan, Mark 1 Communication:**

Spoke on innovative marketing strategies for event promotion.

**Panel Discussions:** A panel featuring industry experts including Raghav Roy Kapur, Maneesh Srivastava, Mahavir Radha Jhangra, Mohd Farhan, and Tarun Aggarwal explored Uttar Pradesh's potential as an event hub.

**Acknowledgements:** Special thanks were extended to the event's sponsors, whose support was integral to its success. The generous contributions of Bull Events Management Pvt. Ltd, DoubleTree by Hilton, One Life Décor Props Studio, Rajat Gupta Photography, Evening Sound, Balaji Travel, SS Creation, Crown Eventz, Durga Fireworks, New Sarnath Tent House, Parag Anand, and Benson Trophies & Awards played a crucial role in facilitating the EEMA UP Meet Up 2024. Their unwavering commitment and partnership are deeply appreciated, reflecting their dedication to advancing the event industry's standards and fostering collaborative excellence.

"We are thrilled with the overwhelming response and engagement at our inaugural UP Meet Up," said **Sagar Pingali, EVP EEMA**. "This event underscores EEMA's commitment to advancing event management standards and promoting Uttar Pradesh as a top event destination."

The success of the EEMA UP Meet Up 2024 sets a promising precedent for future initiatives aimed at fostering excellence and collaboration within the event industry. **EEMA** extends its **gratitude to all** participants, speakers, sponsors, and supporters for their invaluable contributions to making this event a resounding success.



Passion fuels,  
success achieved.



## EVENT info

# EEMA North Ignites Event Excellence with 'Future Ready Series' in Jaipur

10th June 2024



Jaipur Shines Bright with **EEMA North's Inaugural Sound & Light Workshop!** EEMA North's "Future Ready Series" kicked off in electrifying fashion with a workshop on sound and light technology, held on **10th June** at **Ganpati Sound in Jaipur**. Event professionals from across Rajasthan gathered for an enlightening evening led by industry expert **Banwari Lal Sharma**.

### Empowering Through Education:

Suman Raina, EEMA Rajasthan's State Head, ensured an engaging and informative session. Mr. Sharma's dynamic presentation delved into cutting-edge advancements in sound and lighting, offering crucial insights on how to elevate event experiences from good to exceptional.

### Beyond Instruction, a Community:

The workshop wasn't just about lectures. It fostered a lively exchange of ideas, with participants actively

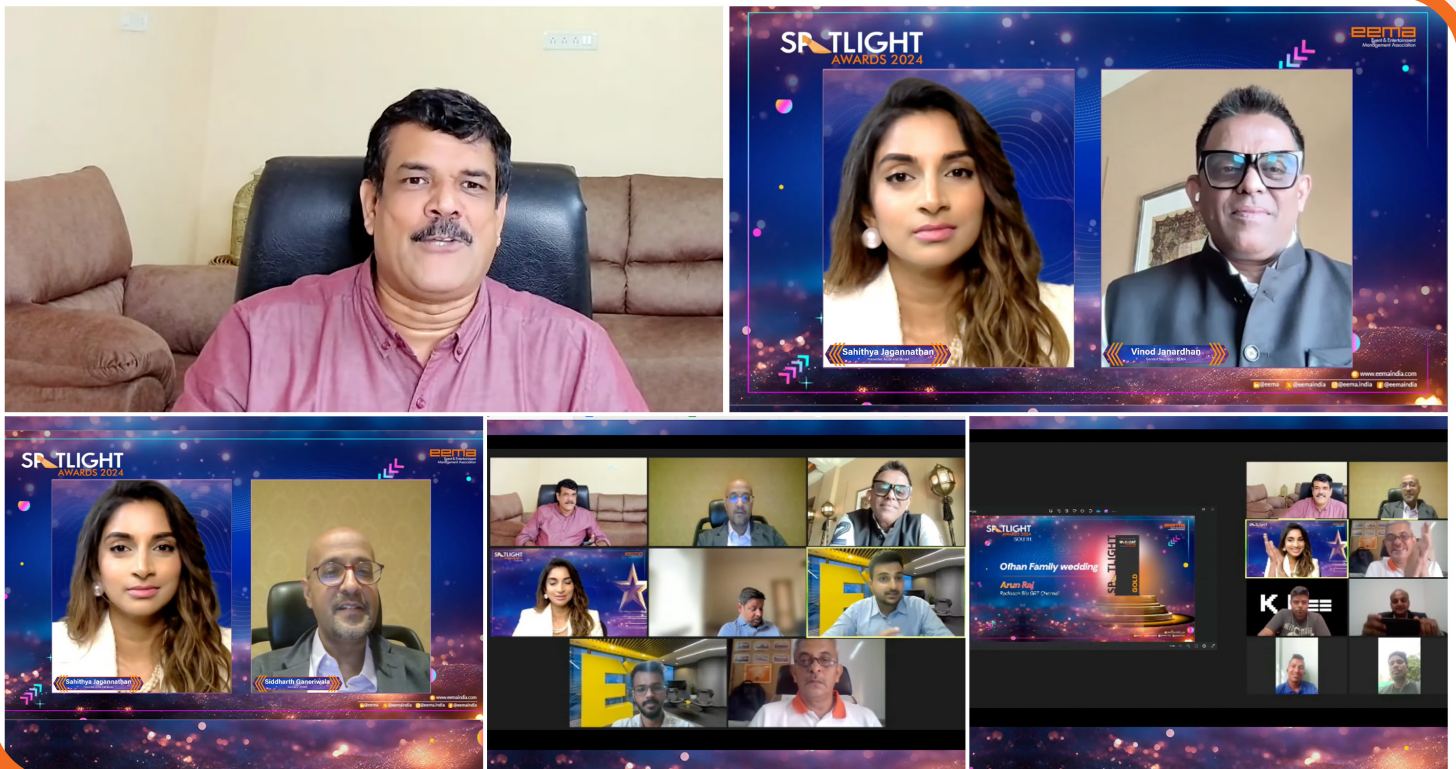
engaging in discussions on equipment specifications, best practices, and creative solutions for industry challenges. This collaborative environment truly embodied EEMA's core mission of empowering event professionals.

### Highlights that Illuminated the Night:

- **Cutting-Edge Insights:** Gain mastery over event production with Mr. Sharma's expert secrets.
- **Interactive Discussions:** Collaborate and learn from peers and industry leaders in real-time.
- **Networking Extravaganza:** Expand your professional circle by connecting with fellow event enthusiasts.

EEMA North's commitment to continuous learning and upskilling shines through in this inaugural workshop, empowering every attendee to elevate their event expertise.

## EVENT info

EEMA Spotlight Awards South 2024: Honouring Event Industry Excellence  
12<sup>th</sup> June 2024

The EEMA Spotlight Awards 2024 lit up the virtual stage on June 12th, from 3 PM to 5:30 PM, at the vibrant EEMA Virtual Campus, Michael Menezes Auditorium. Dreamcast served as our tech partner for the event. **Hosted** by **Sahithya Jagannathan** and joined by **Siddharth Ganeriwala**, **Secretary of EEMA**, the ceremony kicked off with exciting news about the awards going regional.

The event featured **46 nominations across six categories**. Each nominee showcased outstanding achievements in innovation, creativity, and impact on the event industry. **Vinod Janardhan**, the dynamic **GS of EEMA**, highlighted the collective effort that made the event possible, recognizing everyone's hard work and dedication. **EVP EEMA Sagar Pignali** emphasised the importance of safety measures and unity as they geared up for the awards debut.

**Special thanks to Team EnY** for expertly managing

the application and selection process for the awards. The event also saw insightful discussions from **Jacob Santosh**, Founder & Director of Meta-Ki Experiences Pvt. Ltd, Venkateshwar **Akulapally**, Founder CEO of Avens Expositions, and **Harish Ravva**, MD of Nakshatra Events, exploring the future of events in Andhra Pradesh.

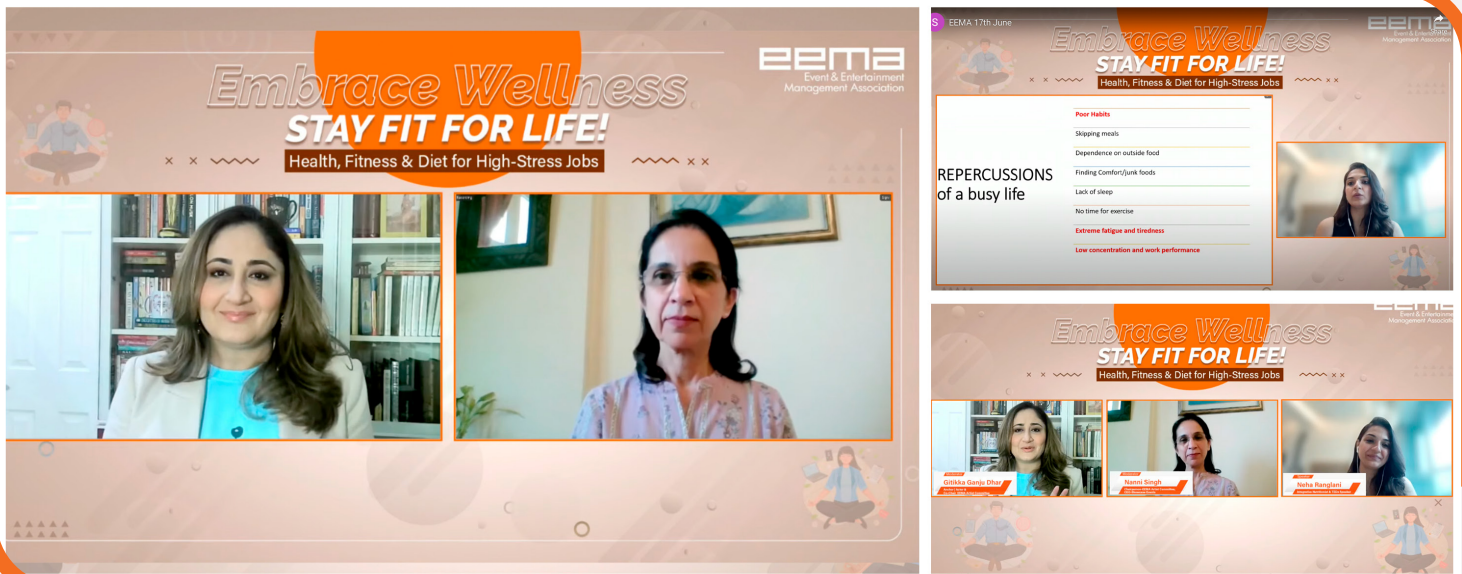
Siddharth Ganeriwala, **Wilfred Selvaraj**, Jacob Santosh, and DV Vinod Gopal shared key insights on South India's event future, emphasising post-COVID collaboration, the importance of hiring and training young talent, and integrating vendor teams. **DV Vinod Gopal** expressed his enthusiasm for the inaugural virtual edition of the Spotlight Awards South 2024, commending all the winners for their achievements and extending his gratitude to Sagar Pignali for his remarkable initiative. Congratulations to all the winners and participants for their outstanding contributions to the event industry.



## EVENT info

# EEMA Artist Committee Webinar Empowers Event Professionals with Wellness Strategies

17th June 2024



**Feeling burned out?** The EEMA Artist Committee hosted a powerful webinar on **June 17th**, featuring **TEDx Speaker and Integrative Nutritionist Neha Ranglani**. Attendees explored practical strategies to **recharge, refocus, and thrive** in the demanding world of event production.

### Key Takeaways:

- Industry leaders **Nanni Singh** (CEO, ShowCase Events & EEMA Artist Committee Chairperson) and **Gitikka Ganju Dhar** (Anchor, Actor & EEMA Artist Committee Co-Chair).
- Led discussions on **holistic practices** like optimising sleep, mastering mindfulness, and fueling with proper nutrition.

- Neha Ranglani** offered expert guidance on **stress management, wellness strategies, and holistic tools** designed to unlock **peak performance and long-term success**.
- This session catered specifically to event professionals seeking strategies for **work-life balance, stress resilience, and building sustainable wellness routines**.

EEMA remains dedicated to its members' well-being, providing essential tools to flourish in the dynamic event industry.



**Moments curated,  
impact magnified.**

## EVENT info

EEMA Sets Sail for EEMAGINE 2024 with a Sparkling Soirée **22<sup>nd</sup> June 2024**

The City of Joy shimmered on **June 22<sup>nd</sup>, 2024**, as the **EEMAGINE 2024 Working Committee** set the stage for an unforgettable evening. A dazzling soirée unfolded aboard the Bengal Paddle, a luxurious boat gliding along the serene Hooghly River. The iconic Howrah Bridge, a symbol of Kolkata's rich heritage, stood sentinel under the twilight sky, adding a touch of grandeur to the occasion.

This vibrant pre-event gathering served as a perfect icebreaker, buzzing with anticipation for the much-awaited EEMAGINE 2024. Eminent personalities from the event industry lent their star

power to the evening. **President Samit Garg**, along with **Vinod Janardhar (General Secretary, EEMA)**, **Sonu Nanda (EEMA Vice President East)**, and **Sagar Pingali (Executive Vice President, EEMA)** were all present, mingling with other esteemed EEMA members.

The atmosphere crackled with excitement as attendees enjoyed delectable fare, refreshing drinks, and lively conversations. The picturesque setting and the camaraderie amongst industry peers created a truly magical experience, setting the perfect tone for the upcoming EEMAGINE extravaganza.



## EVENT info

## Elevating Event Skills: Highlights from "Pitch Your Way to Success" by the EEMA Artist Committee

24<sup>th</sup> June 2024

# PITCH YOUR WAY TO SUCCESS

BRANDING AND POSITIONING | SCRIPTING YOUR SUCCESS

On **June 24th**, the EEMA Virtual Campus buzzed with activity as attendees tuned in for a power-packed 1.5-hour webinar. Dreamcast served as our tech partner. This immersive session wasn't just about connecting virtually – it was about **unlocking the secrets to successful event execution!**

### Enhancing Event Impact Crafting Compelling Narratives

**The spotlight shone on two key areas:** Branding & Positioning and Scripting for Live Events. Industry veterans **Sidhesh Kandiyl (Watermark Event Solutions LLP)** and **Raj Bhanushali (Black Hat Talent Solutions & Consulting Pvt Ltd)** shared their strategic insights, empowering participants to elevate their event's visibility and impact.

But wait, there's more! **Gitikka Ganju Dhar, Co-Chair** of the **EEMA Artist Committee** and a renowned **Anchor & Actor**, guided attendees through the **art of crafting captivating event narratives**. Imagine scripting live events that truly resonate with audiences – this session made it possible!

The event wasn't just informative, it was engaging! **Nanni Singh (Chairperson, EEMA Artist Committee & CEO, ShowCase Events)** expertly moderated the discussions, ensuring everyone gleaned valuable takeaways. And keeping the energy high was **Aditya Malik**, the **renowned emcee**, who **skillfully informed and inspired participants** throughout. The session provided attendees with a valuable opportunity to learn, connect, and stay at the forefront of the event industry.

## EVENT info

EEMA Champions J&K Tourism at Development Workshop  
26<sup>th</sup> to 27<sup>th</sup> June 2024

EEMA actively participated in the **Jammu & Kashmir Tourism Development Workshop 2024** at SKICC, Srinagar on **June 26th-27th, 2024**. Led by **President Samit Garg**, the delegation included **Suman Raina** (State Head, EEMA Rajasthan), **Chetan Vohra** (EEMA Wedding Council), and **Pritesh Sharma** (Mapsor Experience).

The workshop focused on "**Advancing Event Management, Wedding Tourism, and MICE Tourism** in Jammu & Kashmir."

#### Key highlights:

- Keynote Address by Mr. Samit Garg:** Presented "India as Land of Opportunities for Global Wedding Industry," emphasizing J&K's potential to attract international weddings.

- J&K as a Dream Wedding Destination:**

Discussed strategies to highlight J&K's picturesque landscapes and cultural heritage as ideal wedding venues.

- Policy & Strategy:**

Contributed to formulating actionable policies to enhance infrastructure and promote J&K as a preferred destination for events and tourism.

EEMA's active role in enhancing J&K's tourism underscores their commitment to driving growth in event management, wedding tourism, and MICE tourism in the region.



## EVENT info

# EEMA Ignites the #ETMICEWeddingTourism Summit: Industry Leaders Redefine Excellence

28<sup>th</sup> June 2024

We're thrilled to share highlights from EEMA's participation in the prestigious #ETMICEWeddingTourism Summit on June 28<sup>th</sup>, held at the Aurika Hotels in Mumbai. EEMA's presence was strong, with key leaders like Samit Garg (E Factor Experiences, EEMA President), Vinod Janardhan (EEMA General Secretary), Harshal Kothari (EEMA West Joint Secretary), Sabaas Joseph (Founder & Director, Wizcraft International) and Raghav Roy Kapur (The Livewire Experience, EEMA West VP) playing pivotal roles. The delegation kicked off the event by participating in the inauguration and lamp lighting ceremony, officially opening this vibrant gathering of industry leaders.

## From Wedding Trends to MICE Innovation: EEMA Experts Set the Stage

EEMA's President, Samit Garg, delivered a captivating keynote that delved into the evolving wedding industry, exploring trends, challenges, and exciting opportunities. "The business of weddings is not just a celebration but a cornerstone of our cultural and economic fabric. It's fascinating to note that the wedding business in India now stands at almost INR 3,50,000 crores," shared Samit Garg, highlighting the sector's profound impact.

Sabaas Joseph, EEMA's former president, took the stage to provide a comprehensive update on the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. He shed light on the latest technological advancements, sustainable practices, and innovative strategies that are transforming the MICE landscape, empowering event professionals to thrive in this ever-changing world.

## EEMA Jury: The Architects of Excellence

The EEMA-curated jury wasn't just a panel of judges – they were the architects of excellence. Here's a glimpse into the esteemed professionals who redefined benchmarks in various categories:

- Wedding Category:** Aarti Mattoo (Momentum Experiences & Events LI), Harshal Kothari (Rising Events), Keyur Patel (Prasang Event Excellence), Thanush Joseph (Seventy Event Media Group), Rahul Soni (Hexagon Events Pvt. Ltd.), and Kiran Shetty (Collective Heads).
- Corporate Events Category:** Thanush Joseph (Seventy Event Media Group), Rahul Soni (Hexagon Events Pvt.Ltd.), and Kiran Shetty (Collective Heads).
- MICE Events Category:** Mayur Mirwani (M Live Events and Promotions Pvt. Ltd.) and Atul Chabra (Enthuse Answers Communication Pvt. Ltd.).
- IPs and Live Events Category:** Atul Chabra (Enthuse Answers Communication Pvt. Ltd.), Kanthil Mehta (Gobananas & Init Design Studios), and Saurabh Khurana (Laqshya Live Experiences).

## Shaping the Future, Together

EEMA's participation at the #ETMICEWeddingTourism Summit wasn't just celebratory; it focused on shaping the future of events by fostering collaboration and knowledge exchange to empower event professionals. The summit served as a testament to EEMA's dedication to this mission, leaving attendees equipped and inspired for the exciting road ahead.

**EVENT info**

**WE ARE  
GROWING**

**May 24 - Jun 24**

**NEW  
MEMBER  
JOINEES**



**Anurima Mitra**  
Star Member, EEMA



**Bhawna Sharma**  
Star Member, EEMA



**Chayanika Debnath**  
Star Member, EEMA



**DJ Harish Lakhmani**  
Star Member, EEMA



**Gusharan Singh**  
Star Member, EEMA



**Kuunal KR. Saha**  
Star Member, EEMA



**Meghaa Ghosh**  
Star Member, EEMA



**Rakesh Syam**  
Star Member, EEMA



**Shraddha Shinde**  
Star Member, EEMA



**Anirban Adhikary**  
Platinum Member, EEMA



**John Remedios**  
Platinum Member, EEMA



**Mujtaba Farooqui**  
Platinum Member, EEMA



**EVENT info**

**Neeraj Dhawan**  
 Platinum Member, EEMA

**R. Ramkumar**  
 Platinum Member, EEMA

**Sameer Babel**  
 Platinum Member, EEMA

**Shivam Sekhri**  
 Platinum Member, EEMA

**Suraj Vishwanath Ghare**  
 Platinum Member, EEMA

**Umesh J. Kumar**  
 Platinum Member, EEMA

**Aparajita Chowdhury**  
 Gold Member, EEMA

**Maneesh Srivastava**  
 Gold Member, EEMA

**Anmol Jain**  
 Silver Member, EEMA

**Bhaskar Das**  
 Silver Member, EEMA

**Natasha Suri**  
 Silver Member, EEMA

**Nikunj Khandelwal**  
 Silver Member, EEMA

**Ritu Singh**  
 Silver Member, EEMA

**Roshan Mishra**  
 Silver Member, EEMA

**Saranjitt Singh**  
 Silver Member, EEMA

**EVENT info**



**Shubham Khunteta**  
Silver Member, EEMA



**Souuti Suklendu Sengupta**  
Silver Member, EEMA



**Sulaiman**  
Silver Member, EEMA



**Anuj Kapoor**  
Associate Member, EEMA



**Archt Singhal**  
Associate Member, EEMA



**Sudeep Ranganathan**  
Associate Member, EEMA



**Sumit Jaiswal**  
Associate Member, EEMA



**Tarun Agarwal**  
Associate Member, EEMA



**Tarun Agarwal**  
Associate Member, EEMA



**Zuber Zahir**  
Associate Member, EEMA

**Collaboration fuels event triumphs.  
Let's create unforgettable success stories together!**



**EVENT** info

# Happy Birthday

May 24 - June 24



01 MAY

**Abhishek Sansi**  
EEMA - North



02 MAY

**Sunil Darekar**  
EEMA - West



02 MAY

**Zubair Abdul Waheed**  
EEMA - South



03 MAY

**Sandeep Soi**  
EEMA - West



05 MAY

**Dharampal Singh Malhotra**  
EEMA - South



05 MAY

**Krishna Priya Harsh**  
EEMA - North



06 MAY

**Maninder Sethi**  
EEMA - North



06 MAY

**C. V. Bhaskar**  
EEMA - South



07 MAY

**Chander Bhan Nagpal**  
EEMA - North



07 MAY

**Gaurav Gupta**  
EEMA - North



07 MAY

**Prasad Prabhu**  
EEMA - West



07 MAY

**Priti S. Sidwaani**  
EEMA - West

**EVENT info**


10 MAY

**Bobby Elanjical**  
 EEMA - South


11 MAY

**Ashuma Sachdeva**  
 EEMA - North


12 MAY

**Vaibhav Kejriwal**  
 EEMA - West


13 MAY

**Robert Rohmingliana**  
 EEMA - East


14 MAY

**Animesh Mishra**  
 EEMA - West


15 MAY

**Amit Wanchoo**  
 EEMA - North


15 MAY

**Venkatesh G**  
 EEMA - South


17 MAY

**Vinod Bhandari**  
 EEMA - East


18 MAY

**Amit Dhoka**  
 EEMA - North


18 MAY

**Rajan Verma**  
 EEMA - North


20 MAY

**Sachin Talwar**  
 EEMA - North


23 MAY

**Manpreet Singh Kochar**  
 EEMA - West


24 MAY

**Tejinder Singh**  
 EEMA - North


25 MAY

**Davinder Sharma**  
 EEMA - South


26 MAY

**Jibin Johnson**  
 EEMA - South


26 MAY

**Kiran Shetty**  
 EEMA - West



**EVENT** info


26 MAY

**Bharvi Maheshwari**  
 EEMA - North


29 MAY

**Harbhans Nagpal**  
 EEMA - North


29 MAY

**Vipul Pandhi**  
 EEMA - North


03 JUN

**Naval Tiwari**  
 EEMA - East


03 JUN

**Rana Singha Roy**  
 EEMA - East


04 JUN

**Pankaj Bansal**  
 EEMA - East


05 JUN

**Sundar Babu**  
 EEMA - South


06 JUN

**Gautam Chaturvedi**  
 EEMA - West


07 JUN

**Anirban Adhikary**  
 EEMA - East


07 JUN

**Khurram Askari**  
 EEMA - South


08 JUN

**Udesb Kejriwal**  
 EEMA - West


09 JUN

**Nidhi Poddar**  
 EEMA - East


09 JUN

**Nishant Jain**  
 EEMA - North


12 JUN

**Vikrant Jain**  
 EEMA - North


13 JUN

**Arun Kumar**  
 EEMA - South


16 JUN

**Nimish Thakkar**  
 EEMA - West

**EVENT info**



**Lilesh Soni**  
EEMA - East



**Shivam Agarwal**  
EEMA - North



**Ankit Shaw**  
EEMA - East



**Navpreet Singh Bhasin**  
EEMA - North



**Gaurav Chanana**  
EEMA - North



**Payal Gupta**  
EEMA - North



**Shaleen Kapur**  
EEMA - North

**Community  
built, stories  
connect.**



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KOLKATA

**BOOK**  
**YOUR STAY**

**09TH | 10TH | 11TH**  
**AUG 2024**

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 Management Association


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## SAVE BIG

## BOOK YOUR TICKETS NOW!

CATEGORIES (PER PERSON COST)	MID (9th June - 31st July '24)	4 DAYS (1st Aug - 8th Aug '24)	ON - SPOT REGISTRATION (9th Aug - 11th Aug '24)
CONVENTION PASS FOR EEMA MEMBER 3 DAYS	INR 22,000.00	INR 25,000.00	INR 30,000.00
CONVENTION PASS FOR EEMA MEMBER EMPLOYEES 3 DAYS	INR 15,000.00	INR 15,000.00	INR 20,000.00
CONVENTION PASS FOR COREA MEMBER 3 DAYS	INR 27,500.00	INR 30,500.00	INR 35,000.00
CONVENTION PASS FOR NON EEMA MEMBER 3 DAYS	INR 32,500.00	INR 35,500.00	INR 40,000.00
CONVENTION PASS FOR EEMA STAR MEMBERS	INR 15,000.00	INR 15,000.00	INR 20,000.00
ENTRY PASS FOR EEMAX GLOBAL AWARDS NIGHT	INR 10,000.00	INR 10,000.00	INR 15,000.00
ENTRY PASS FOR EEMAX GLOBAL AWARDS NIGHT (COREA MEMBER / NON MEMBERS)	INR 12,500.00	INR 12,500.00	INR 17,500.00
CONVENTION PASS FOR OVERSEAS GUESTS (INTERNATIONAL) 3 DAYS	USD 450	USD 500	USD 600

### REGISTRATIONS OPEN

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KOLKATA

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